

Position Description

APUS

General Information: *Position Title:* University Ambassador

Synopsis of Role:

University Ambassadors are brand champions for American Military University (AMU) and American Public University (APU.) University Ambassadors amplify the story of American Military University (AMU) and American Public University (APU) by sharing experiences, advocating for university initiatives, and acting as a role model for prospective and current students and alumni.

Essential Functions/Intended Outcomes:

University Ambassadors amplify, advocate, and act by engaging with a variety of campus activities, programs, and events. Ambassadors contribute quarterly testimonials to elevate and improve the university experience. A high-performing University Ambassador participates in the following activities:

- Completes Campus Leadership training modules
- Collaborate with community members on a variety of grassroots campaigns to drive community engagement
- Regularly posts APUS-related content via social media platforms
- Produces various forms of creative content (university blogs, program testimonials, quotes, etc.)
- Volunteers and participates in a variety of in-person and virtual events
- Sample and participate in various product and brand demonstrations
- Serve as the “face” of university promotions (stories, videos, social media content)

Professional Development and Critical Competencies:

- Social Media access (Instagram, Twitter, Facebook, TikTok, etc.)
- Relationship Building
- Customer Relations
- Self-management
- Leadership & Teamwork
- Administrative and Project Management
- Critical thinking
- Communication skills
- Organizational knowledge and strategy

Qualifications:

Students

- A minimum 3.0 GPA
- Completed at least 1 course in the last four months
- Completed a minimum of 50% of their degree credits
- Have no failure in any discipline
- Be in compliance with the University Code of Conduct, and all University policies related to academic integrity
- Submit 1 letter of recommendation or a referral from a faculty/staff member, or someone familiar with their educational journey

Alumni

- Graduated from a degree program with a 3.0 GPA or higher
- Be in compliance with the University Code of Conduct, and all University policies related to academic integrity
- If returning for another program, remain in good standing according to the student membership criteria
- Submit 1 letter of recommendation or a referral from a faculty/staff member, or someone familiar with their educational journey